AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended)   A virtual on-demand electronic book system, comprising:

a main memory that stores electronic books for delivery to subscribers in the system via at least one of an internet network, a cable telephone network, and a broadcasting network;

a queuing processor coupled to the main memory that receives electronic book orders from the subscribers and determines a queue location for an ordered electronic book;

first queues that temporarily store first sections of electronic books; and

second queues that temporarily store second sections of electronic books.

2. (Currently Amended)   The system of claim 1, wherein

the first queues, comprise: an on-demand first section queue, and a popular content first section queue, and

wherein the second queues, comprise: an on-demand second sections queue, and a popular content second sections queue.

3. (Previously Presented) The system of claim 1, further comprising a priority queue server coupled to the first and the second queues, wherein the priority queue server empties the first and the second queues based on a priority model.

4. (Currently Amended)   The system of claim 3, wherein the priority model, comprises instructions to:

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empty emptying the on-demand first section queue; and emptying the popular

content first section queue, the on-demand second sections queue and the popular

content second sections queue in a round robin manner.

5. (Previously Presented) The system of claim 3, wherein the priority model includes a

timing module, wherein the timing module determines a time an electronic book is

stored in the first and the second queues and wherein when a maximum time is

exceeded, the priority queue server transmits the electronic book out of order.

6. (Currently Amended)   The system of claim 3, wherein the priority model comprises

instructions to:

      determine determining a length of each queue; and

      transmit transmitting an electronic book from a queue having a longest length.

7. (Currently Amended)   The system of claim 3, wherein the priority model comprises

instructions to:

      search searching queues for electronic book orders of a same electronic book or

a same section of the ordered electronic book; and

      broadcast broadcasting completed electronic book orders simultaneously to the

subscribers in the system.

8. (Original) The system of claim 3, further comprising:

      an Internet web site;

      a web server coupled to the Internet web site;

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a delivery server coupled to the web server; and

a transaction server coupled to the web server, wherein the queuing processor

receives electronic book orders from the transaction server and the delivery server

receives ordered electronic books from the queue priority server.

9. (Original) The system of claim 1, further comprising:

a service time guarantee; and

a network coupling the processor to an associated data processing system,

wherein the processor determines a pending service time, wherein if the pending

service time exceeds the guarantee, the processor establishes a connection with the

associated data processing system, and wherein the associated data processing

system processes electronic book orders.

10. (Previously Presented)   The system of claim 1, further comprising:

an electronic book viewer comprising:

a receiver that receives electronic books,

a transmitter that transmits electronic book orders, and

a memory coupled to the receiver that stores the electronic books; and

a processor coupled to the receiver and the memory that controls processing on

the electronic book viewer, wherein the receiver receives broadcasts of first sections of

electronic books and stores the first sections in the memory.

11. (Original)   The system of claim 10, wherein when a first section stored in the memory is accessed, the processor generates an order for a corresponding second section, and the transmitter transmits the order.

12. (Original)   The system of claim 10, wherein a first section of the electronic book includes a link, wherein when the link is accessed, the processor generates an order for a corresponding second section of the electronic book.

13. (Original)   The system of claim 1, wherein the electronic books comprise an electronic version of one or more of a printed book, a magazine, a catalog, a periodical and a newspaper.

14. (Original)   The system of claim 1, wherein specified electronic books are broadcast on a cyclical basis.

15. (Original)   The system of claim 1, wherein first sections of specified electronic books are broadcast on a cyclical basis.

16. (Original)   The system of claim 15, wherein the first sections to be broadcast are determined by reference to one of electronic books read data, demographic data, and subscriber preferences.

17. (Previously Presented)   The system of claim 1, further comprising a virtual on-demand menu, the virtual on-demand menu broadcast with a broadcast of one of an electronic book and a first section of an electronic book, wherein the virtual on-demand menu lists electronic books available on the virtual on-demand electronic book system.

18. (Currently Amended)   A computer system for distributing electronic books, comprising:

a memory that stores the electronic books;

a processor section that processes electronic book orders and that packages electronic books for delivery <u>via at least one of an internet network, a cable telephone network, and a broadcasting network</u> ;

a queue section that stores the packaged electronic books; and

a queue server that empties the queue section based on a queue priority model.

19. (Previously Presented)   The computer system of claim 18, wherein the queue section comprises:

a first queue section; and

a second queue section, wherein the first queue section stores a first section of an electronic book and the second queue section stores a second section of the electronic book.

20. (Previously Presented)   The computer system of claim 19, wherein the first queue section comprises an on-demand first section queue.

21. (Previously Presented)   The computer system of claim 20, wherein the first queue section further comprises a popular content first section queue.

22. (Previously Presented)   The computer system of claim 19, wherein the second queue section comprises:

an on-demand second section queue; and

a popular content second section queue.

23. (Previously Presented)   The computer system of claim 18, wherein the priority model comprises a queue servicing module, the queue servicing module receiving information regarding electronic books stored in the queue section, and determining an order of delivery of the electronic books based on a location an electronic book in the queue section.

24. (Previously Presented)   The computer system of claim 23, wherein electronic books in an on-demand queue are delivered before delivery of electronic books in a cyclical queue.

25. (Previously Presented)   The computer system of claim 18, wherein the processor section determines when multiple electronic book orders are for a same electronic book, the processor section aggregating the multiple electronic book orders, and wherein the computer system simultaneously broadcasts multiple copies of the same electronic book.

26. (Previously Presented)   The computer system of claim 18, wherein first sections of selected electronic books are broadcast to subscribers of the system.

27. (Previously Presented)   The computer system of claim 25, wherein a second section queue includes second sections of selected electronic books.

28. (Previously Presented)   The system of claim 27, wherein the second sections

are delivered when ordered by subscribers of the computer system.

29. -79. (Canceled).

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